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## AN ANNIVERSARY AT ST. GALL

*Mr. Friedrich Hug celebrates his 70th birthday*



M. FR. HUG

*en conversation avec la regrettée Jeanne Lanvin, lors de la première présentation de la haute couture parisienne à l'étranger après la guerre, en 1945, à Zurich.*

*in conversation with the late Jeanne Lanvin in Zurich in 1945, on the occasion of the first presentation of Parisian Haute Couture abroad after the war.*

*conversando con la llorada Jeanne Lanvin durante la primera presentación de la alta costura parisiense en el extranjero después de la guerra, en Zurich.*

*im Gespräch mit der verstorbenen Jeanne Lanvin während der ersten Modevorführung der «Haute Couture parisienne» im Ausland nach dem Krieg in Zürich 1945.*



*Le siège du Directoire commercial à Saint-Gall.  
The offices of the Commercial Directory at St-Gall.  
La sede del Directorio Comercial de San Gall.  
Der Sitz des Kaufmännischen Direktoriums in St. Gallen*

This autumn, Mr. Friedrich Hug, President of the Commercial Directory of St. Gall, celebrated his seventieth birthday. The managers and editors of «Swiss Textiles» would like to join the many friends of this prominent figure of the St. Gall embroidery industry in expressing the token of their esteem.

Mr. Hug is well-known not only in his own home town but also in Paris, where he spent several years of his youth learning his profession, and where he still maintains excellent connections with Haute Couture.

On leaving school he started out on his career with Hoffman, Huber & Co. at St. Gall, a firm of embroidery exporters (subsequently known as Union Ltd.), and remained in this firm, of which he is now the head, right up until the present day. During the course of his long career, Mr. Hug has experienced all the extraordinary vicissitudes of the St. Gall embroidery industry, from the period of exceptional prosperity to the darkest of crises until, during the last few years, it has once more regained its old importance. He is moreover one of those who contributed to the recovery of the embroidery industry.

In 1934, he was appointed President of the Commercial Directory of St. Gall, the old society of merchants and manufacturers which fulfils among other things the functions of a chamber of commerce. In this position, Mr. Hug displayed intense and fruitful activity, and it is partly due to his enlightened efforts that St. Gall is able to-day to boast a series of first-rate establishments for the training of skilled labour and cadres, from the simple weaving school (Wattwil) to the Higher Textile Training School. A hard worker, upright, unassuming, disliking all effusiveness and of an open candour, he was particularly well suited to represent the interests of St. Gall and its industry on the boards of various institutions and in particular on the «Vorort» (Directory) of the Swiss Industry and Trade Association, the Board of the Swiss National Bank and the Board of Directors of the Swiss Office for the Development of Trade.

But his activity has also extended beyond Swiss frontiers. He recognised the importance of publicity for the spreading of Swiss textile products and was very often behind the publicity undertaken in favour of Swiss embroidery and textiles both in Switzerland and abroad, and successfully worked to develop the relations of these branches with Parisian Haute Couture.

Because of this, the editors of «Swiss Textiles», who are in constant close touch with him, have been able to appreciate his friendship, and we would now like to wish him many long years in which to continue this good work for which he has already won our deepest gratitude.

T. S.